

Martial Arts Business Management Certification

**June 2, 2012 - September 15, 2012
Saturdays 12-4pm**

INSTRUCTORS

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***Feel free to consult with the instructors during your progress through the course. The time to seek help is when you begin to experience a problem, not at the end of the course.**

COURSE GOALS

This course is designed to be an overview of the major functions of Martial Arts School Management as well as introduce the challenges of starting and successfully operating a martial arts school or program. Course topics include: Market research techniques, location analysis, financing alternatives, and basic business groundwork. Upon completion, participants should have the necessary skills to develop a business plan and open a martial arts school. This course is a pre-requisite for opening up a new Karate International or AMAA affiliate school.

This course will use lectures, readings and discussions to try as best as possible within 12 weeks to create a portrait of a sometimes challenging but always rewarding industry.

READINGS, LECTURES, AND DISCUSSIONS

This course is built on the assumption that students want to be active learners, not passive learners. It assumes that they will attend class regularly and listen attentively to lectures. It also assumes that they will participate actively in discussions and that they will ask questions to push the limits of their knowledge.

CLASS SCHEDULE

Class 1: JUNE 2

PART I. Building a Successful Marketing Identity

Topic 1 "Focus on your Image"

Topic 2 "Examine what you have to offer"

Topic 3 "Develop your Marketing Identity"

CLASS 2: JUNE 16

PART II. Laying the Business Groundwork

Topic 6 "Team of Advisors"

Topic 7 "Legal name of your Business"

Topic 8 "Putting together a Business Plan"

CLASS 3: JUNE 9

PART III. Financing Your School

Topic 4 "Estimate your start up expenses"

Topic 5 "Sources of Money"

Topic 6 "Apply for a loan"

CLASS 4: JULY 14

PART IV. Finding the Perfect Location

Topic 9 "Find a place that will work for you"

Topic 10 "Figure out how much you can afford to pay"

Topic 11 "Negotiate a lease you can live with"

Topic 12 "Lay out your school"

CLASS 5: JULY 21

PART V. Meeting Government Requirements

Topic 13 "City, State & Federal business requirements"

Topic 14 "Register your school's name"

Topic 15 "Get insurance"

CLASS 6: JULY 28

PART VI. Get Ready to Take in Students

Topic 16 "Hire a billing company or do it yourself?"

Topic 17 "Draw up a membership agreement and student waiver"

Topic 18 "Take credit cards"

Topic 19 "Set up a whole sale account and get equipment"

Topic 20 "Hire employees"

Topic 21 "Prepare for emergencies"

CLASS 7: AUGUST 4
PART VII. Advertising
Topic 22 "School slogan and logo"
Topic 23 "Getting a business sign"
Topic 24 "Business stationary, brochures and flyers"

CLASS 8: AUGUST 11
PART VIII. Mass and Guerilla (Direct) Marketing
Topic 25 "Pros and Cons"
Topic 26 "Mass Marketing Options"
Topic 27 "Guerilla (Direct) Marketing Ideas"
Topic 28 "Advertising Budget and Plan"

CLASS 9: AUGUST 18
PART IX. Signing Up New Students
Topic 29 "Handling Phone Calls"
Topic 30 "Walk-in Customers"
Topic 31 "Master the art of closing"
Topic 32 "Always follow up!"

CLASS 10: AUGUST 25
PART X. Keep Track of your Students
Topic 33 "Attendance"
Topic 34 "Student payments"

CLASS 11: SEPTEMBER 1
PART XI. Keeping Statistics
Topic 35 "Daily/Monthly Income"
Topic 36 "Monthly Expenses"
Topic 37 "Monthly enrollment/Drop outs/Upgrades"

CLASS 12: SEPTEMBER 8
PART XII. Retail Sales
Topic 37 "Retail Area"
Topic 38 "Organizing your pro shop"
Topic 39 "Planning and Record keeping"
Topic 40 "Day to Day Management"

CLASS 13: SEPTEMBER 15
PART XIII. Trouble Shoot Problems
Topic 41 "New students"
Topic 42 "Student drop out and attendance"
Topic 43 "Closing the sell"
Topic 44 "Student payments"
Topic 45 "Per student income"

EVALUATION OF STUDENT ACHIEVEMENT

Student progress toward acquiring a good, general knowledge owning and operating a martial arts school will be evaluated by three exams and by discussion participation.

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There will be three exams in the course, two during the semester (July 14th and August 18th) and one during the final class. 60 minutes will be allotted for each exam.

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+TIP: Many students report that they do not participate as much as they should in discussion because they hesitate to speak out in groups, feel that they are shy, or feel that they have little to contribute. We understand these concerns, but it's time to contribute to and participate in learning and not sit on the sidelines. The only dumb question is the one that never gets asked. So be brave!

**Exam 1 (July 14th)
Exam 2 (August 18th)
Exam 3 (September 15th)**

This is a Pass/Fail Course. As long as you attend class regularly, participate actively in discussions, and prove that you are retaining the information we are teaching by successfully passing all exams you will receive certification of completion for this course.